THAT WHICH IS CLAIMED:

- 1. A bicycle lamp comprising:
 - a plurality of light sources;
 - a source of power;
- an electrical circuit connecting said source of power with said plurality of light sources;

at least one switch connected in said electrical circuit;
a diffuser positioned adjacent at least one individual light source
of the plurality of light sources, said diffuser comprising translucent
resilient material supported on a helical coil defining a central
passageway extending through said diffuser, the diffuser passageway
being of sufficient dimension to accept a bicycle tube therethrough;

a housing coupled to said diffuser, said housing having a housing passageway extending therethrough, wherein the housing passageway is generally complementary to and aligned with the diffuser passageway so as to provide a continuous opening through said bicycle lamp; and

a reflector adjustably connected to said housing spaced apart from the housing passageway.

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- 2. The bicycle lamp of claim 1, wherein said plurality of light sources comprises light-emitting diodes (LEDs).
- 3. The bicycle lamp of claim 1, wherein at least one light source of said plurality of light sources is positioned in said reflector.
 - 4. The bicycle lamp of claim 1, wherein at least one individual light source of said plurality of light sources emits ultraviolet (UV) light.

- 5. The bicycle lamp of claim 1, wherein said source of power comprises at least one battery.
- 6. The bicycle lamp of claim 1, wherein said at least one switch comprises a manual on-off switch.
 - 7. The bicycle lamp of claim 1, wherein said at least one switch comprises a light sensor.
- 10 8. The bicycle lamp of claim 1, wherein said diffuser comprises a fluorescent material responsive to UV light.
- The bicycle lamp of claim 1, further comprising a second housing having a second housing passageway extending therethrough, said second housing coupled to the second end of said diffuser so as to have said second housing passageway approximately aligned with said diffuser passageway and wherein said second housing passageway is dimensioned for accepting a bicycle tube therethrough.
- 20 10. The bicycle lamp of claim 1, wherein said housing further comprises at least one fastener engageable with a bicycle tube positioned through the lamp to secure the lamp thereon.
- 11. The bicycle lamp of claim 1, wherein said housing contains said sourceof power, said at least one switch, and at least one light source of said plurality of light sources.
 - 12. The bicycle lamp of claim 1, wherein said reflector comprises fluorescent material responsive to UV light and at least one light source of the plurality of light sources which emits UV light.

13. A bicycle lamp comprising:

a plurality of light sources;

a source of power;

an electrical circuit connecting said source of power with said plurality of light sources;

at least one switch connected in said electrical circuit;

a diffuser positioned adjacent at least one individual light source of the plurality of light sources, said diffuser comprising translucent material and having a diffuser passageway extending through said diffuser and dimensioned to therein receive a bicycle tube;

a housing coupled to said diffuser, said housing having a housing passageway extending therethrough, wherein the housing passageway is generally complementary to the diffuser passageway and aligned therewith so as to provide an opening through said lamp for the bicycle tube; and

a reflector connected to said housing spaced apart from the housing passageway.

- 14. The bicycle lamp of claim 13, wherein said plurality of light sources20 comprises light-emitting diodes (LEDs).
 - 15. The bicycle lamp of claim 13, wherein at least one light source of said plurality of light sources is positioned in said reflector.
- 25 16. The bicycle lamp of claim 13, wherein at least one individual light source of said plurality of light sources emits ultraviolet (UV) light.
 - 17. The bicycle lamp of claim 13, wherein said source of power comprises at least one battery.

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- 18. The bicycle lamp of claim 13, wherein said at least one switch comprises a manual on-off switch.
- 19. The bicycle lamp of claim 13, wherein said at least one switch5 comprises a light sensor.
 - 20. The bicycle lamp of claim 13, wherein said diffuser comprises fluorescent material responsive to UV light.
- 10 21. The bicycle lamp of claim 13, further comprising a second housing having a second housing passageway extending therethrough, said second housing coupled to the second end of said diffuser so as to have said second housing passageway approximately aligned with said diffuser passageway and wherein said second housing passageway is dimensioned for accepting a bicycle tube therethrough.
 - 22. The bicycle lamp of claim 13, wherein said housing further comprises at least one fastener engageable with a bicycle tube positioned through the lamp to secure the lamp thereon.

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- 23. The bicycle lamp of claim 13, wherein said housing contains said source of power, said at least one switch, and at least one light source of said plurality of light sources.
- 25 24. The bicycle lamp of claim 13, wherein said reflector comprises fluorescent material responsive to UV light and at least one light source of the plurality of light sources which emits UV light.
 - 25. A bicycle lamp comprising: at least one light source;

a source of power;

an electrical circuit connecting said source of power with said at least one light source;

at least one switch connected in said electrical circuit;

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a generally elongate diffuser having a first end and a spaced apart second end, comprising translucent material and having a diffuser passageway extending through said diffuser, said diffuser positioned adjacent said at least one light source and being of sufficient dimension to receive a bicycle tube therein; and

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a first housing having a first housing passageway extending therethrough, said first housing coupled to the first end of said generally elongate diffuser so as to have said housing passageway approximately aligned with said diffuser passageway;

wherein said diffuser passageway and said first housing passageway are dimensioned for accepting a bicycle tube therethrough.

- 26. The bicycle lamp of claim 25, wherein said plurality of light sources comprises light-emitting diodes (LEDs).
- 27. The bicycle lamp of claim 25, wherein at least one individual light source of said plurality of light sources emits ultraviolet (UV) light.
 - 28. The bicycle lamp of claim 25, wherein said source of power comprises at least one battery.

- 29. The bicycle lamp of claim 25, wherein said at least one switch comprises a manual on-off switch.
- 30. The bicycle lamp of claim 25, wherein said at least one switch30 comprises a light sensor.

- 31. The bicycle lamp of claim 25, wherein said diffuser comprises fluorescent material responsive to UV light.
- 32. The bicycle lamp of claim 25, further comprising a second housing having a second housing passageway extending therethrough, said second housing coupled to the second end of said diffuser so as to have said second housing passageway approximately aligned with said diffuser passageway and wherein said second housing passageway is dimensioned for accepting a bicycle tube therethrough.

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- 33. The bicycle lamp of claim 25, wherein said housing further comprises at least one fastener engageable with a bicycle tube positioned through the lamp to secure the lamp thereon.
- 15 34. The bicycle lamp of claim 25, wherein said housing contains said source of power, said at least one switch, and at least one light source of said plurality of light sources.
 - 35. A bicycle lamp comprising:

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at least one source of UV light;

a source of power;

an electrical circuit connecting said source of power with said at least one light source;

at least one switch connected in said electrical circuit;

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a diffuser positioned adjacent said at least one light source, said diffuser comprising fluorescent material responsive to UV light, and having a diffuser passageway extending through said diffuser, the passageway sized to therein receive a bicycle tube; and

a housing coupled to said diffuser, said housing having a housing passageway extending therethrough, wherein the housing

passageway is generally complementary to the diffuser passageway and aligned therewith so as to provide an opening through said lamp for the bicycle tube.

- 5 36. The bicycle lamp of claim 35, wherein said at least one light source comprises a light-emitting diode (LED).
 - 37. The bicycle lamp of claim 35, wherein said source of power comprises at least one battery.

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- 38. The bicycle lamp of claim 35, wherein said at least one switch comprises a manual on-off switch.
- 39. The bicycle lamp of claim 35, wherein said at least one switch15 comprises a light sensor.
 - 40. The bicycle lamp of claim 35, further comprising a second housing having a second housing passageway extending therethrough, said second housing coupled to the second end of said diffuser so as to have said second housing passageway approximately aligned with said diffuser passageway and wherein said second housing passageway is dimensioned for accepting a bicycle tube therethrough.
- 41. The bicycle lamp of claim 35, wherein said housing further comprises at least one fastener engageable with a bicycle tube positioned through the lamp to secure the lamp thereon.
 - 42. The bicycle lamp of claim 35, wherein said housing contains said source of power, said at least one switch, and said at least one UV light source.

43. A method of lighting a bicycle, the method comprising:

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- mounting a lamp on a bicycle by receiving a bicycle tube in a passageway within the lamp;
- generating light from at least one light source connected to a power source through an electrical circuit in the lamp, the at least one light source positioned adjacent the bicycle tube; and
 - diffusing the generated light through a diffuser coupled to the light source, the diffuser defining the passageway.
- 10 44. The method of claim 43, wherein the passageway through the diffuser is a generally cylindrical passageway.
 - 45. The method of claim 43, wherein the passageway is generally centrally positioned within the bicycle lamp.
 - 46. The method of claim 43, wherein the generated light includes UV light.
 - 47. The method of claim 43, wherein the generated light consists of UV light.
 - 48. The method of claim 44, further comprising exciting a fluorescent material to produce fluorescent light.